



BK 09 2/17/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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In re Application of

Inventor(s): Calvert, S. et al.

Serial No. 09/902,833

Filed: 7-10-2001

For: METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

Examiner:

Date: February 17, 2003

Art Unit: 2162

REQUEST TO CORRECT INVENTORSHIP (37 CFR §1.48(a))

Assistant Commissioner for Patents
Washington, DC 20231

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Sir:

Applicant hereby requests that the inventorship of the above application be corrected to add the inventors **Scott Lipsky** and **Steve Beck**. The error of inventorship was recently discovered, and arose without deceptive intent on the part of any individual, including the above named inventors to be added and the undersigned.

Enclosed with this request to correct inventorship are:

- a statement from each added inventor;
- a combined declaration and power of attorney signed by the added inventors;
- a document providing the consent of the assignee;
- an assignment of the invention to Avenue A, Inc. (the current assignee) executed by the added inventors, and recordation cover sheet;
- a credit card payment form in the amount of \$170 to cover the §1.17(i) processing fee of \$130 and the assignment recordal fee of \$40; and
- any over or under payment may be credited or charged to deposit account #500493.

Respectfully submitted,
LANGLOTZ PATENT WORKS

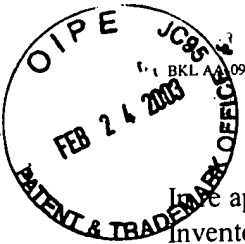
Bennet K. Langlotz
Attorney for Applicant
Registration No. 35,928

LANGLOTZ PATENT WORKS
PO Box 759
Genoa, NV 89411
Telephone 775 884 1185
Facsimile 775 884 1187
Email patent@langlotz.com

CERTIFICATE OF MAILING

I hereby certify that this paper and the documents referred to as being attached or enclosed herewith are being sent by first class mail to Assistant Commissioner for Patents, Washington DC 20231 on February 17, 2003.

Bennet K. Langlotz, Attorney for Applicant



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Inventor(s): Calvert, S. et al.

Serial No. 09/902,833

Filed: 7-10-2001

For: METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

Examiner:

Date: January 28, 2003

Art Unit: 2162

STATEMENT IN SUPPORT OF
REQUEST TO CORRECT INVENTORSHIP

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

I was not included as an inventor in the above application by an error that occurred without
deceptive intent on my part.

Respectfully submitted,



Scott Lipsky

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Inventor(s): Calvert, S. et al.

Serial No. 09/902,833

Filed: 7-10-2001

For: METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

Examiner:

Date: January 28, 2003

Art Unit: 2162

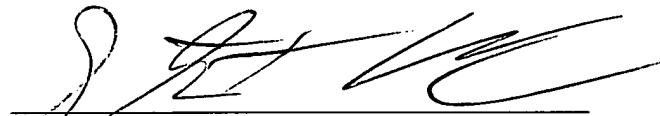
STATEMENT IN SUPPORT OF
REQUEST TO CORRECT INVENTORSHIP

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

I was not included as an inventor in the above application by an error that occurred without deceptive intent on my part.

Respectfully submitted,



Steve Beck

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COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

I, the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole **inventor** (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS, application serial number 09/902,833 filed July 10, 2001.

I hereby state that **I have reviewed and understand** the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a). If this is a continuation-in-part application filed under the conditions specified in 35 U.S.C. §120 which discloses and claims subject matter in addition to that disclosed in the prior copending application, I further acknowledge the duty to disclose material information as defined in 37 CFR §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby appoint Bennet K. Langlotz, registration number 35,928 to prosecute this application, to file a corresponding international application, and to transact all business in the Patent and Trademark Office connected therewith.

Address all telephone calls to Bennet K. Langlotz at telephone number 775 884 1185.

Address all correspondence to:

Bennet K. Langlotz PC
PO Box 759
Genoa NV 89411

I hereby declare that **all statements** made herein of my own knowledge **are true** and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of inventor: Scott Lipsky

Inventor's signature _____

1-28-03
Date

Residence Address: 2211 32ND AVE S., SEATTLE, WA 98144

Citizenship: USA

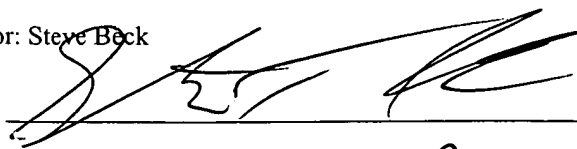
Post Office address (if different): _____

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Full name of inventor: Steve Beck

Inventor's signature



Date

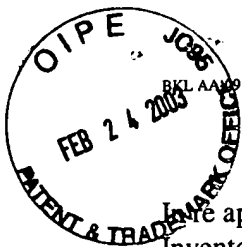
Residence Address:

20019 27th Dr SE Bothell, WA 98012

Citizenship:

USA

Post Office address (if different):



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Inventor(s): Calvert, S. et al.

Serial No. 09/902,833

Filed: 7-10-2001

For: METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

Examiner:

Date: November 14, 2002

Art Unit: 2162

CONSENT OF ASSIGNEE IN SUPPORT OF
REQUEST TO CORRECT INVENTORSHIP

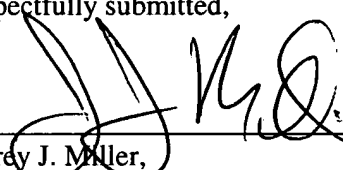
Assistant Commissioner for Patents
Washington, DC 20231

Sir:

I am an executive officer of Avenue A, Inc., which is the assignee and owner of the entirety of rights in the above patent application, recorded in the Patent and Trademark Office a reel 011991, frame 0643 (3 pages.) I am authorized to act on behalf of the assignee.

I request that the inventorship be corrected to include the additional inventors as indicated in an accompanying paper.

Respectfully submitted,



Jeffrey J. Miller,
Senior Vice President of Legal and Privacy Affairs,
Avenue A, Inc.

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